

IN THE CLAIMS

1. (Previously Presented) A method for identifying as being helpful or otherwise valuable product/service reviews in a database coupled to a distributed communication network, the method comprising:
displaying product/service reviews from the database on a client display connected to the database over the network;
providing an interactive element associated with each of the displayed reviews on the client display, which when clicked by a user, indicates that the user has found a displayed review associated with a product/service helpful in determining whether or not to purchase or use the product/service;
receiving at the database an indication that the user has clicked the interactive element, and incrementing a count of a stored number of indications for the review (1) in response to the indication and (2) if the stored number of indications does not exceed one indication for the review from the user; and
displaying the count of the stored number of indications for the review on the client display together with the review.
2. (Previously Presented) The method of claim 1, further comprising sorting the reviews in ascending or descending order as a function of the number of indications tallied for each review, and sequentially displaying the reviews in the sorted order.

3.-6. (Cancelled)

7. (Previously Presented) The method of claim 1, further comprising:
compiling a list of reviewers including names of those reviewers who have received a
highest number of indications for their product/service reviews; and
displaying the list of reviewers on the client display.
8. (Previously Presented) The method of claim 1, further comprising sending an error to the
user if the interactive element is clicked more than once by the user for the review.
9. (Previously Presented) A system for identifying as being helpful or otherwise valuable
product/service reviews in a database coupled to a distributed communication network,
the system comprising:
a first computer coupled to the database over the network, the first computer having a
display to
display product/service reviews from the database,
provide an interactive element associated with each of the displayed reviews,
which when clicked by a user, indicates that the user has found a displayed
review associated with a product/service helpful in determining whether or
not to purchase or use the product/service, and
display a count of the stored number of indications for the review together with
the review; and
a second computer coupled to the first computer, the second computer to receive an
indication that the user has clicked the interactive element, and to increment a
count of the stored number of indications for the review (1) in response to the
indication and (2) if the stored number of indications does not exceed one
indication for the review from the user.

10. (Previously Presented) The system of claim 9, wherein the second computer is further to sort the reviews in ascending or descending order as a function of the number of indications tallied for each review, and sequentially displaying the reviews in the sorted order on the first computer.
11. (Previously Presented) The system of claim 9, wherein the second computer is further to compile a list of reviewers including names of those reviewers who have received a highest number of indications for their product/service reviews, and to provide the list of reviewers to the first computer.
12. (Previously Presented) The system of claim 11, wherein the first computer is further to display the list of reviewers.
13. (Previously Presented) The system of claim 9, wherein the second computer is further to send an error to the first computer if the interactive element is clicked more than once by the user for the review, wherein the first computer is utilized to display the error to the user.
14. (Previously Presented) A machine-readable medium having stored thereon data representing sets of instructions for identifying as being useful or otherwise valuable product/service reviews in a database coupled to a distributed communication network, the sets of instructions which, when executed by a machine, cause the machine to:
display product/service reviews from the database on a client display connected to the database over the network;
provide an interactive element associated with each of the displayed reviews on the client display, which when clicked by a user, indicates that the user has found a displayed review associated with a product/service helpful in determining whether or not to purchase or use the product/service;

receive at the database an indication that the user has clicked the interactive element, and incrementing a count of a stored number of indications for the review (1) in response to the indication and (2) if the stored number of indications does not exceed one indication for the review from the user; and display the count of the number of indications for the review on the client display together with the review.

15. (Previously Presented) The machine-readable medium of claim 14, wherein the sets of instructions which, when executed by the machine, further cause the machine to sort the reviews in ascending or descending order as a function of the number of indications tallied for each review, and sequentially displaying the reviews in the sorted order.
16. (Previously Presented) The machine-readable medium of claim 14, wherein the sets of instructions which, when executed by the machine, further cause the machine to: compile a list of reviewers including names of those reviewers who have received a highest number of indications for their product/service reviews; and display the list of reviewers on the client display.
17. (Previously Presented) The machine-readable medium of claim 14, wherein the sets of instructions which, when executed by the machine, further cause the machine to send an error to the user if the interactive element is clicked one than once by the user.